

Public Art Project Plan – DRAFT

Project Title: Fire Station 5

Creative Zone: CIP projects

Initiation Date: 5/18/2023

Approved by APPC:



Description Brief description of the project.	This public art opportunity is for an artist or artist team to design, fabricate and install site-specific public art at a new fire station (Fire Station 5) being constructed at the corner of Fountaingrove Parkway and Stagecoach Road.
Goal What will be achieved through the commission and placement of this artwork?	The goal of this completed project is to draw positive attention to Fire Station 5 as a new station replacing the one previously located on Newgate Court that was destroyed by the Tubbs Fire, and celebrate the resiliency and rebuilding efforts of the Santa Rosa Fire Department and community.
Eligibility Who can apply?	Practicing, professional artists residing in the United States.
Site Where will the art be placed? What must the artist consider when designing a piece for this site?	<p>New fire station located at the SE corner of Fountaingrove Parkway and Stagecoach Road. There are 5 possible locations for the public art – both on site locations (3) as well as on building locations (2). The sizes for available areas are:</p> <ul style="list-style-type: none"> (1) East landscape area (+/- 300 SF) (2) Center landscape area (+/- 170 SF) (3) East Wall: 11'-0"H x 15'-9"W (4) "5" Tower Wall: 32'-6"H x 9'-9"W (must include red lighted #5) (5) Guard Rail fence: +/- 125'L x 3'-6"H
Department & Historical Context What might help interested artists to understand the goals of this project?	<p>The former Fire Station 5 was lost in the Tubbs fire in October 2017. The new Fire Station 5 will be constructed in a new location that will improve response times to the Fountaingrove neighborhood, can be upstaffed during weather events, and can serve as a forward command post during an emergency. The Fire Department will be actively involved in this project and have input throughout the artist selection and artwork design process.</p> <p>The Santa Rosa Fire Department (SRFD) was established as a full-time fire department in January 1894. In addition to serving the City of Santa Rosa, the SRFD also provides automatic aid agreements with the County of Sonoma, Kenwood and Sonoma County Fire District. The SRFD has a</p>

	<p>staff of 148 employees serving a community population of over 181,000 residents. There are ten fire stations strategically located around the city. Ten engines, two ladder trucks and one battalion chief are staffed 24 hours a day. The Department is supported by six additional chief officers, a fire prevention, training and emergency medical services divisions and an administrative staff. The SRFD responds to more than 28,000 calls for service per year specific to fire, emergency medical, rescue, and hazardous materials incidents. The department provides fire suppression, rescue, first response emergency medical services, operations-level hazardous materials response, fire prevention, and life-safety services from all ten fire stations covering 42 square miles within the service area. The SRFD has had a Class 1 rating by the ISO (Insurance Service Office) since 2016. The ISO evaluates roughly 40,000 Fire Departments Nationwide, with only 411 earning the Class 1 Rating as of 2022.</p> <p>The mission, vision and values of the Santa Rosa Fire Department:</p> <ul style="list-style-type: none"> • As a professional, all-risk fire department, we protect lives, property, and the environment through emergency response, prevention, and community involvement. • Be a progressive and innovative organization that anticipates and influences change. • Continue to develop our role as a community and regional leader on and off duty. • Be an organization committed to the safety and development of our members. • Be a team whose members are effective, empowered, and enthusiastic in their service. • Prepare ourselves and our community for natural and man-made disasters. • The Santa Rosa Fire Department's Core Values are – SERVICE – Selfless, Engaged, Responsive, Visionary, Innovative, Committed, Ethical. <p>The SRFD is an organization that</p> <ul style="list-style-type: none"> • Maintains and builds collaborative and respectful relationships between all the communities we serve, SRFD management and staff members, and established committees, work groups, and governing bodies;
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	<ul style="list-style-type: none"> • Provides high quality, all-risk response capabilities and specialized services that set us apart from other fire departments within our region; • Has adequate and professional administration, support services, equipment, training, and stations that supply our members with what is needed to do their job while providing comfort, safety, and pride; • Is a visible leader in integrated fire, rescue, and EMS services for the purpose of enhancing services to all communities served by the SRFD; • Prepares our members to assume future leadership roles with the training and skill set necessary to take the SRFD to the next level; and • Integrates and demonstrates our mission statement, vision statement, and core values at all levels of the organization.
Roles & Responsibilities Public Art Staff Selection Panel Art in Public Places Committee Artist(s)	<p>Prepare Project Plan and RFQ in collaboration with the Project Development Taskforce, issue RFQ, pre-screen applications, form selection panel, facilitate selection process, facilitate community engagement activities, notify applicants, prepare and manage artist contract, and monitor fabrication and installation.</p> <p>Review application materials using established criteria, select finalists, evaluate finalists' proposals using established criteria, select one artist for the project, and recommend selection to the APPC.</p> <p>Approve Project Plan, RFQ, approve final artist and artwork selection.</p> <p>Submit application and qualifications; if selected as a finalists, submit design concept proposal; if selected to complete the project, finalize design; meet with APPC, staff and community representatives as needed to develop work appropriate for project context; fabricate, install and document artwork at the site.</p>
Selection Process Type Selection Panel Members	<p>Open Competition; Request for Qualifications</p> <p>Selection Panel will include a total of 7 members:</p> <ul style="list-style-type: none"> - 2 APPC members - 3 arts professionals and/or community members - 2 representatives from SRFD/design team

<p>Selection Process</p>	<p>Applications will be prescreened by staff and then presented to the Selection Panel. The Selection Panel will identify and recommend three finalist artists based on the project criteria. Art in Public Places Committee members will have access to review all applications during this time.</p> <p>The finalists will be invited to submit a specific proposal for which they will be paid an honorarium. All finalists will be expected to attend an orientation to learn more about the project site and materials prior to developing a specific proposal for the project. Using the project criteria, one artist will be selected to complete the project.</p> <p>The Art in Public Places Committee will approve the final artist selection recommended by the Selection Panel, and the final artwork design. The Art in Public Places Committee also reserves the right to decline any or all applications, or artist(s) recommended by the selection panel, and to reissue the RFQ for additional artist candidates.</p>
<p>Selection criteria for artist qualifications</p>	<ul style="list-style-type: none"> - Artistic excellence, originality and innovation as evidenced by representations of past work in images provided. - Appropriateness of the artist’s medium and style for this project. - Experience with projects of similar scope and scale, or comparable professional experience to handle the requirements of working in the public sector. - Availability to participate in the design, approval and implementation of the project, and complete installation by the deadline.
<p>Selection criteria for design proposals</p>	<ul style="list-style-type: none"> - Artistic excellence, originality and innovation as evidenced by quality of proposal for this project. - Appropriateness of the artist’s proposed medium, style, and project concepts. - Demonstrated understanding and incorporation of the stated goals of the project. - Proposed artwork should be suitable for permanent outdoor placement, and address durability, maintenance and public safety concerns. - Proposed artwork should be an effective balance of size and scope of design and choice of materials, to ensure that the finished installation is of sufficient prominence to capture the positive attention of the public. - References.

Stakeholders List additional community members that will be involved with this project.	SRFD, neighboring community members/ residents/ businesses
Budget Total Project Budget (<i>from Fire Station 5 construction project fund</i>)	\$150,000
<ul style="list-style-type: none"> - Artist Commission <ul style="list-style-type: none"> o Artist Fee (25%)* o Fabrication/Installation (70%)* o Contingency (5%)* <i>*suggested breakdown</i>	\$130,000
<ul style="list-style-type: none"> o Artist Fee (25%)* o Fabrication/Installation (70%)* o Contingency (5%)* 	\$32,500 \$91,000 \$6,500
<ul style="list-style-type: none"> - City Costs <ul style="list-style-type: none"> o Artist Honorariums o Unveiling/celebration o Community engagement/ outreach o Site Prep Contingency 	\$20,000
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Anticipated Timeline Project Plan approved	August 7, 2023
RFQ published	August 10
Application deadline	September 5
Selection process, part 1	September 7-21
Finalists (3) invited to submit design proposals	September 25
Project orientation for finalists	October 5
Proposal deadline	November 9
Public display of proposals and other engagement opportunities	November TBD
Selection process, part 2	December TBD
Selection Panel makes final recommendation to APPC	December TBD
Contract negotiation	January 2024 TBD
Installation and completion	By Summer 2024

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